

WE CLAIM:

Sub A12

1. A water and oil emulsion composition for making up the eyes and skin comprising at least one film forming polymer and at least one organic pigment forming the main color component of the composition, said composition being free of inorganic pigments.

5 2. The composition of claim 1 which is a water-in-oil emulsion or an oil-in-water emulsion.

3. The composition of claim 1 wherein the organic pigments are soluble in the water phase.

10 4. The composition of claim 1 wherein the organic pigments are dispersible in the oil phase.

5. The composition of claim 1 wherein the organic pigments are D&C colors, FD&C colors, or Lakes of D&C or FD&C colors.

Sub A13

6. The composition of claim 5 wherein the pigments are selected from the group 15 consisting of red, green, blue, yellow, violet, orange, and mixtures thereof.

7. The composition of claim 1 which provides a black or dark brown color to the surface to which it is applied, and said color is achieved by combining organic pigments selected from the group consisting of red, green, blue, yellow, violet, orange, and mixtures thereof.

20 8. The composition of claim 5 wherein the red pigment is a D&C or FD&C color or Lake thereof selected from the monoazo, disazo, fluoran, xanthene, or indigoid pigment.

9. The composition of claim 8 wherein the red pigment is a monoazo pigment or salt thereof.

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10. The composition of claim 5 wherein the green pigment is a D&C or FD&C color or Lake thereof selected from triphenylmethane, anthroquinone, or pyrene.

11. The composition of claim 10 wherein the green pigment is an anthroquinone pigment or Lake thereof.

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12. The composition of claim 5 wherein the blue pigment is a D&C or FD&C color or Lake thereof which is a triphenylmethane pigment.

13. The composition of claim 5 wherein the yellow pigment is a D&C or FD&C color or Lake thereof selected from pyrazole, monoazo, fluoran, xanthene, or quinoline.

14. The composition of claim 13 wherein the yellow pigment is a pyrazole.

10 15. The composition of claim 1 wherein the oil phase comprises one or more volatile components.

16. The composition of claim 15 wherein the volatile components are silicones, hydrocarbons, or mixtures thereof.

17. The composition of claim 16 comprising about 5-85% by weight of the total

15 composition of one or more volatile components.

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18. The composition of claim 1 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers; a polymer comprised of polymerized ethylenically unsaturated monomers; or silicone polymers.

19. The composition of claim 18 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers.

20 20. The composition of claim 19 wherein the film forming polymer is a silicone acrylate copolymer.

Sub P6
21. The composition of claim 1 which is an eyelash color, eyeliner, brow color, facial or body tattoo, or lipcolor..

Sub P7
23. The composition of claim 1 further comprising a plasticizer in an amount sufficient to improve spreadability and application of the composition to the desired surface.

5 24. The composition of claim 23 wherein the plasticizer is present at about 0.01-20% by weight of the total composition.

25. The composition of claim 24 wherein the plasticizer is a glycerol, glycol, or citrate ester; or an ester of adipic or malic acid.

Sub P8
26. The composition of claim 1 further comprising one or more viscosity modifiers.

27. The composition of claim 26 wherein the viscosity modifying agent is present at 0.01-60% by weight of the total composition.

28. The composition of claim 27 wherein the viscosity modifying agent is selected from the group consisting of natural or synthetic montmorillonite minerals, associative thickeners, silicas, or silicates.

15 29. The composition of claim 28 wherein the viscosity modifying agent is a natural or synthetic montmorillonite mineral reacted with a quaternary ammonium compound.

30. A water and oil emulsion composition for making up the eyes or skin comprised of a water phase and an oil phase, at least one film forming polymer, at least one organic pigment, and at least one inorganic pigment, wherein at least one organic pigment and at least one inorganic pigment are dispersed in the oil phase and the organic pigment forms the main color component of the composition.

20 31. The composition of claim 30 wherein the organic pigments are D&C colors, FD&C colors, or Lakes of D&C or FD&C colors.

32. The composition of claim 31 wherein the organic pigments are Lakes of D&C or FD&C colors.

Subj 33. The composition of claim 30 wherein the inorganic pigment is coated with a hydrophobic agent.

5 34. The composition of claim 30 wherein the film forming polymer is soluble or dispersible in the oil phase.

35. The composition of claim 30 wherein the film forming polymer is soluble or dispersible in the water phase.

36. The composition of claim 30 wherein the oil phase comprises one or more volatile components.

10 37. The composition of claim 36 wherein the volatile components are silicones, hydrocarbons, or mixtures thereof.

Subj 15 38. The composition of claim 30 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers; a polymer comprised of polymerized ethylenically unsaturated monomers; or silicone polymers.

39. The composition of claim 38 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers.

40. The composition of claim 39 wherein the film forming polymer is a silicone acrylate copolymer.

20 41. The composition of claim 30 which is an eyelash color, eyeliner, brow color, a facial or body tattoo, or a lip color.

42. The composition of claim 30 further comprising a plasticizer in an amount sufficient to improve spreadability and application of the composition to the desired surface.

43. The composition of claim 42 wherein the plasticizer is present at about 0.01-20% by weight of the total composition.

44. The composition of claim 43 wherein the plasticizer is a glycerol, glycol, or citrate ester; or an ester of adipic or malic acid.

5 *Subj 5* 45. The composition of claim 30 further comprising one or more viscosity modifiers.

46. The composition of claim 45 wherein the viscosity modifying agent is present at 0.01-60% by weight of the total composition and comprises natural or synthetic montmorillonite minerals, associative thickeners, silicas, or silicates.

47. The composition of claim 46 wherein the viscosity modifying agent is a natural or 10 synthetic montmorillonite mineral reacted with a quaternary ammonium compound.

48. A water and oil emulsion composition for making up the eyes or skin comprised of a water phase and an oil phase, at least one film forming polymer, at least one organic pigment, and at least one inorganic pigment, wherein at least one organic pigment is solubilized in the water phase and at least one inorganic pigment is dispersed in the oil phase, and said organic pigment comprises the main color component of the composition.

15 49. The composition of claim 48 wherein the organic pigments are D&C colors, FD&C colors, or Lakes of D&C or FD&C colors.

50. The composition of claim 48 wherein the inorganic pigment is treated with a 20 hydrophobic agent.

51. The composition of claim 48 wherein the film forming polymer is soluble or dispersible in the oil phase.

52. The composition of claim 51 wherein the film forming polymer is soluble or dispersible in the water phase.

53. The composition of claim 48 wherein the oil phase comprises one or more volatile components.

54. The composition of claim 53 wherein the volatile components are silicones, hydrocarbons, or mixtures thereof.

55. The composition of claim 48 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers; a polymer comprised of polymerized ethylenically unsaturated monomers; or silicone polymers.

56. The composition of claim 55 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers.

10 57. The composition of claim 56 wherein the film forming polymer is a silicone acrylate copolymer.

58. The composition of claim 48 which is an eyelash color, eyeliner, brow color, facial or body tattoo composition, or lip color.

15 59. The composition of claim 48 further comprising a plasticizer in an amount sufficient to improve spreadability and application of the composition to the desired surface.

60. The composition of claim 59 wherein the plasticizer is present at about 0.01-20% by weight of the total composition.

61. The composition of claim 60 wherein the plasticizer is a glycerol, glycol, or citrate ester; or an ester of adipic or malic acid.

62. The composition of claim 48 further comprising one or more viscosity modifiers.

63. The composition of claim 62 wherein the viscosity modifying agent is present at 0.01-60% by weight of the total composition.

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1/14

64. The composition of claim 63 wherein the viscosity modifying agent is selected from the group consisting of natural or synthetic montmorillonite minerals, associative thickeners, silicas, or silicates.

5 65. The composition of claim 64 wherein the viscosity modifying agent is a natural or synthetic montmorillonite mineral reacted with a quaternary ammonium compound.

66. A water and oil emulsion composition for making up the eyes or skin comprised of a water phase and an oil phase, at least one film forming polymer, at least one organic pigment, and at least one inorganic pigment, wherein at least one organic pigment is dispersed in the oil phase and at least one inorganic pigment is solubilized in the water

10 phase, and said organic pigment comprises the main color component of the composition.

67. The composition of claim 66 wherein the organic pigments are D&C colors, FD&C colors, or Lakes of D&C or FD&C colors.

68. The composition of claim 67 wherein the organic pigments are Lakes of D&C or FD&C colors.

15 69. The composition of claim 66 wherein the film forming polymer is soluble or dispersible in the oil phase.

70. The composition of claim 69 wherein the film forming polymer is soluble or dispersible in the water phase.

71. The composition of claim 66 wherein the oil phase comprises one or more volatile 20 components.

72. The composition of claim 71 wherein the volatile components are silicones, hydrocarbons, or mixtures thereof.

73. The composition of claim 66 wherein the film forming polymer is a copolymer of silicone and ethylenically unsaturated monomers; a polymer comprised of polymerized ethylenically unsaturated monomers; or silicone polymers.

74. The composition of claim 73 wherein the film forming polymer is a copolymer of 5 silicone and ethylenically unsaturated monomers.

75. The composition of claim 74 wherein the film forming polymer is a silicone acrylate copolymer.

Sub A15
76. The composition of claim 75 which is an eyelash color, eyeliner, brow color, facial or body tattoo composition, or lip color.

10 77. The composition of claim 66 further comprising a plasticizer in an amount sufficient to improve spreadability and application of the composition to the desired surface.

78. The composition of claim 77 wherein the plasticizer is a glycerol, glycol, or citrate ester; or an ester of adipic or malic acid.

79. The composition of claim 66 further comprising one or more viscosity modifiers.

80. The composition of claim 79 wherein the viscosity modifying agent is present at 0.01-60% by weight of the total composition, and is a natural or synthetic montmorillonite mineral, associative thickener, silica, silicate, or mixtures thereof.

Sub A16
81. A water and oil emulsion composition for making up the eyes or skin comprised of a water phase and an oil phase, at least one film forming polymer, at least one organic pigment, and at least one inorganic pigment, wherein at least one organic pigment is solubilized in the water phase and at least one inorganic pigment is solubilized in the water phase and said organic pigment comprises the main color component of the composition.

82. The composition of claim 81 wherein the organic pigments are D&C colors, FD&C colors, or Lakes of D&C or FD&C colors.

83. The composition of claim 82 wherein the organic pigments are Lakes of D&C or FD&C colors.

5 84. The composition of claim 81 wherein the oil phase comprises one or more volatile components.

85. The composition of claim 84 wherein the volatile components are silicones, hydrocarbons, or mixtures thereof.

86. A water and oil emulsion composition for making up the eyes and skin comprised of
10 a water phase and an oil phase, at least one film forming polymer, and at least one organic pigment forming the main color component of the composition, wherein said composition does not contain any synthetic or natural waxes.

87. The composition of claim 86 which does not contain any solid non-polymeric, organic gelling agents.

15